

### Abstract of the Disclosure

The invention is directed to an adapter (29) for attaching an electronic shelf label (26) to a cantilever (22) of a blister hook (20). The adapter (29) has a housing (30) into which the shelf label (26) is inserted, and a suspension device for pivotal mounting of the housing (30) on a cross-strut (24) provided on the free end of the cantilever (22). The suspension device is a yoke (32) that is connected to the housing (30) and has two pliable sleeves (44, 54), each with a free end that is placed around the cross-strut (24) and is snap-locked onto the yoke (32). The adapter (29) is suitable for nearly universal use on various blister hooks of different size and shape.

5                   The housing (30) is angularly adjustable relative to the yoke (32) in order to align the product and price display of the shelf label (26) in the observer's viewing direction.

10